



Chris Stelzmüller



How it all started

Shared Taxi System

- Buses are often empty in rural areas
- Taxis and Cars have low utilisation
- How can we improve that?
 - Group people into trips
 - Let municipalities pay a part of the fees

But...

- Everyone already has a car
- Nobody wants to give up flexibility
- Who is willing to pay for it?
- “too little pain” for users

So what now..?



Improve rural mobility

Looking for a good market

- Open for new solutions
- There is a big pain
- People are willing to leave their cars at home
- Where can we improve the safety?

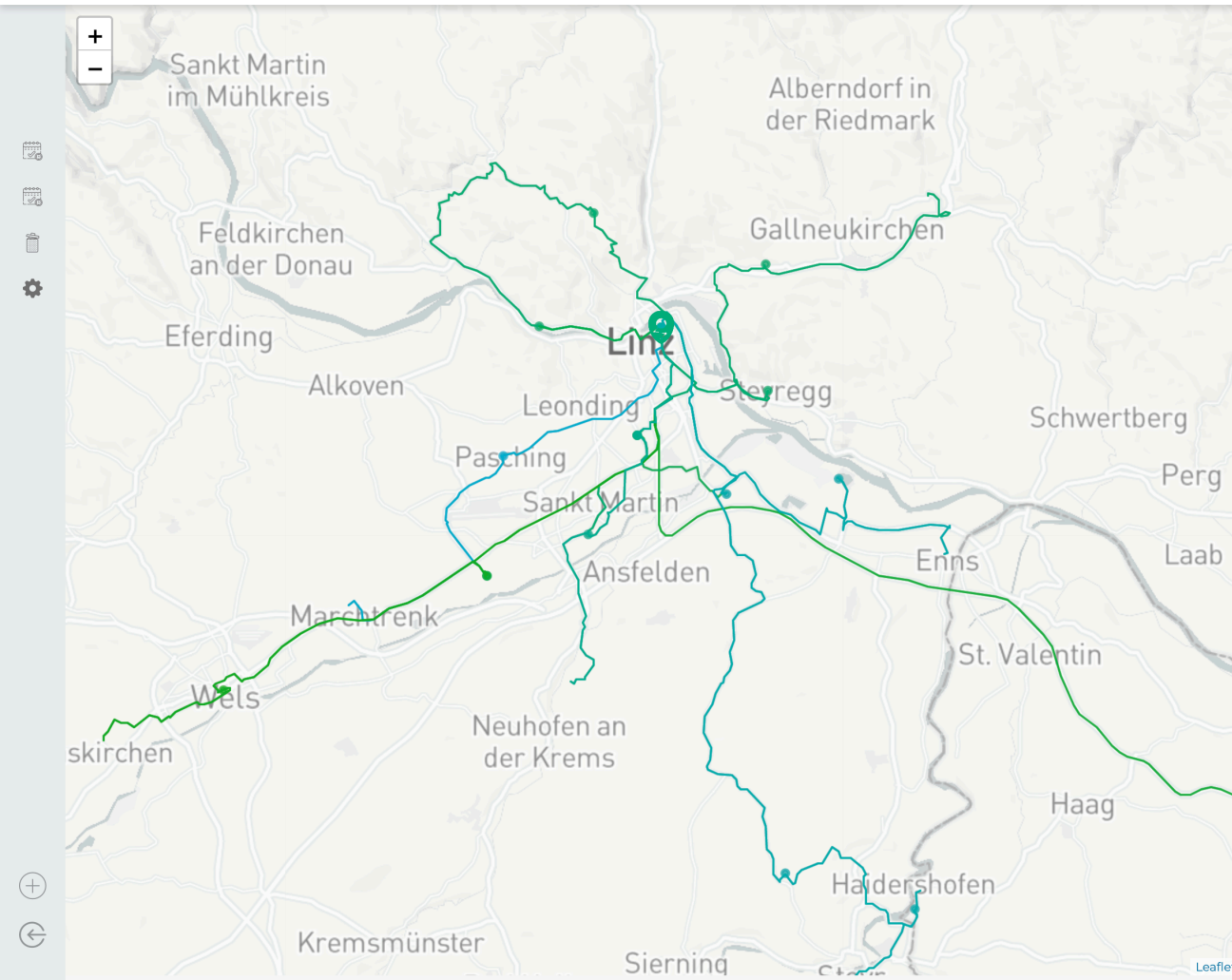


Our new target:

Events

Other reasons for choosing events

- Fast adoption rate
- Fast feedback loops
- Good knowledge of the market
- Profitable, not dependent on grants
- Easy to test
- Do something good for the environment



#1 Route 0

#2 Route 1

#3 Route 2

#4 Route 3

#5 Route 4

#6 Route 5

#7 Route 6

Tabakfabrik Linz, Peter-Behrens-Platz 1-15, 4020 Linz, Österreich
Peter-Behrens-Platz 1-15, 4020 Linz

Pasching | schule Thurnhartinger Straße
Thurnhartinger Straße 10, 4061 Pasching

Hörsching | parkplatz Spatzenweg
Spatzenweg 1, 4063 Hörsching

Marchtrenk | parkplatz Rennerstraße
Rennerstraße, 4614 Marchtrenk

#8 Route 7

Zurück
zu Haltestellen

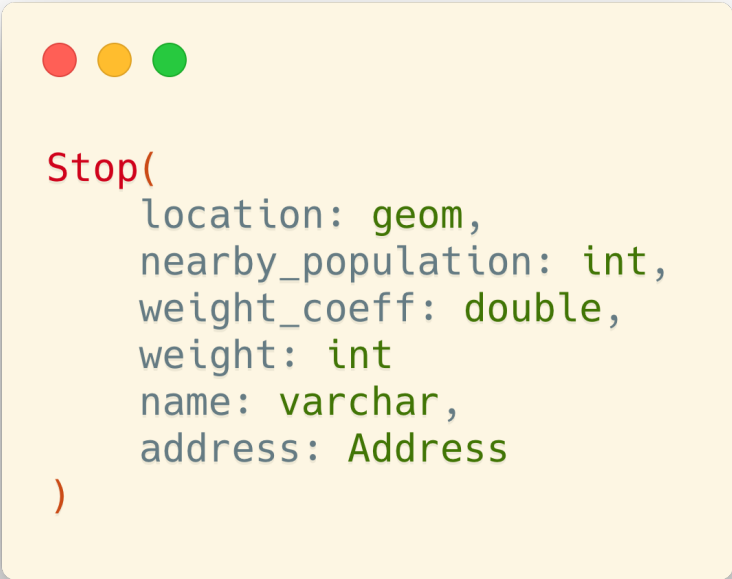
Weiter
zur Busbuchung

Selecting stops

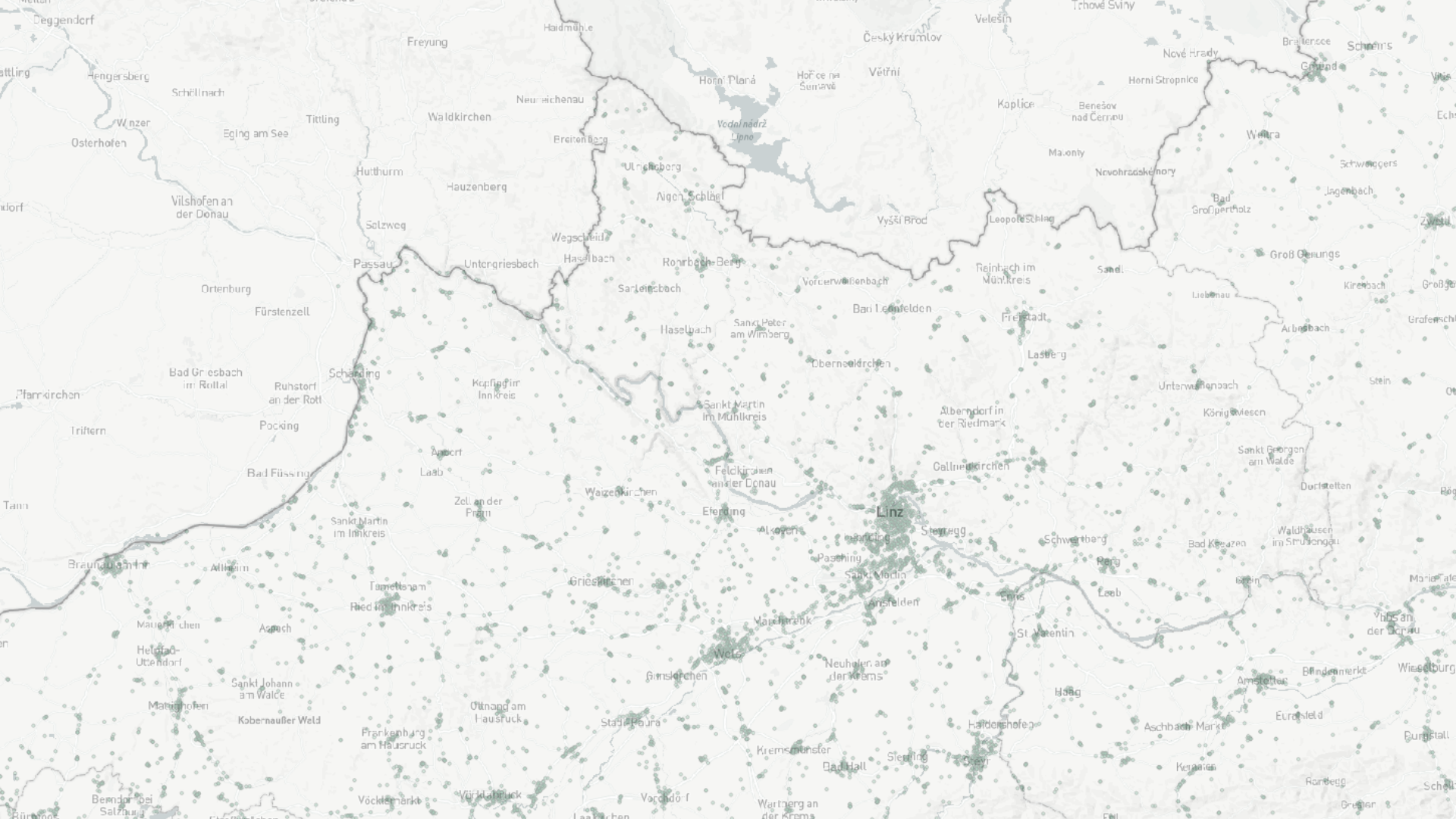
- Age distribution
- Population in area
- Input:
 - Event location + action radius
 - Maximum number of stops
 - Number of people expected

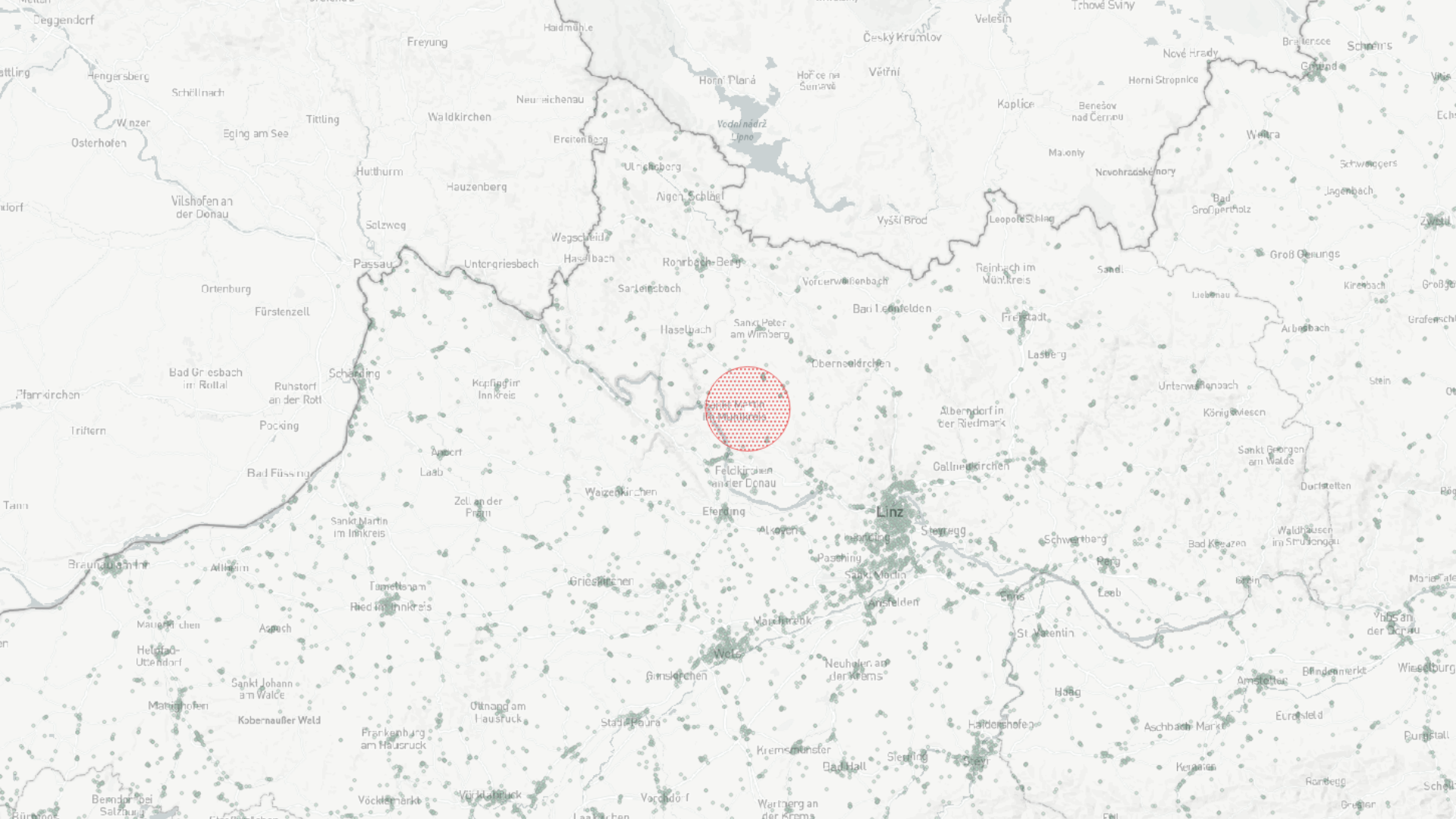
What is a stop

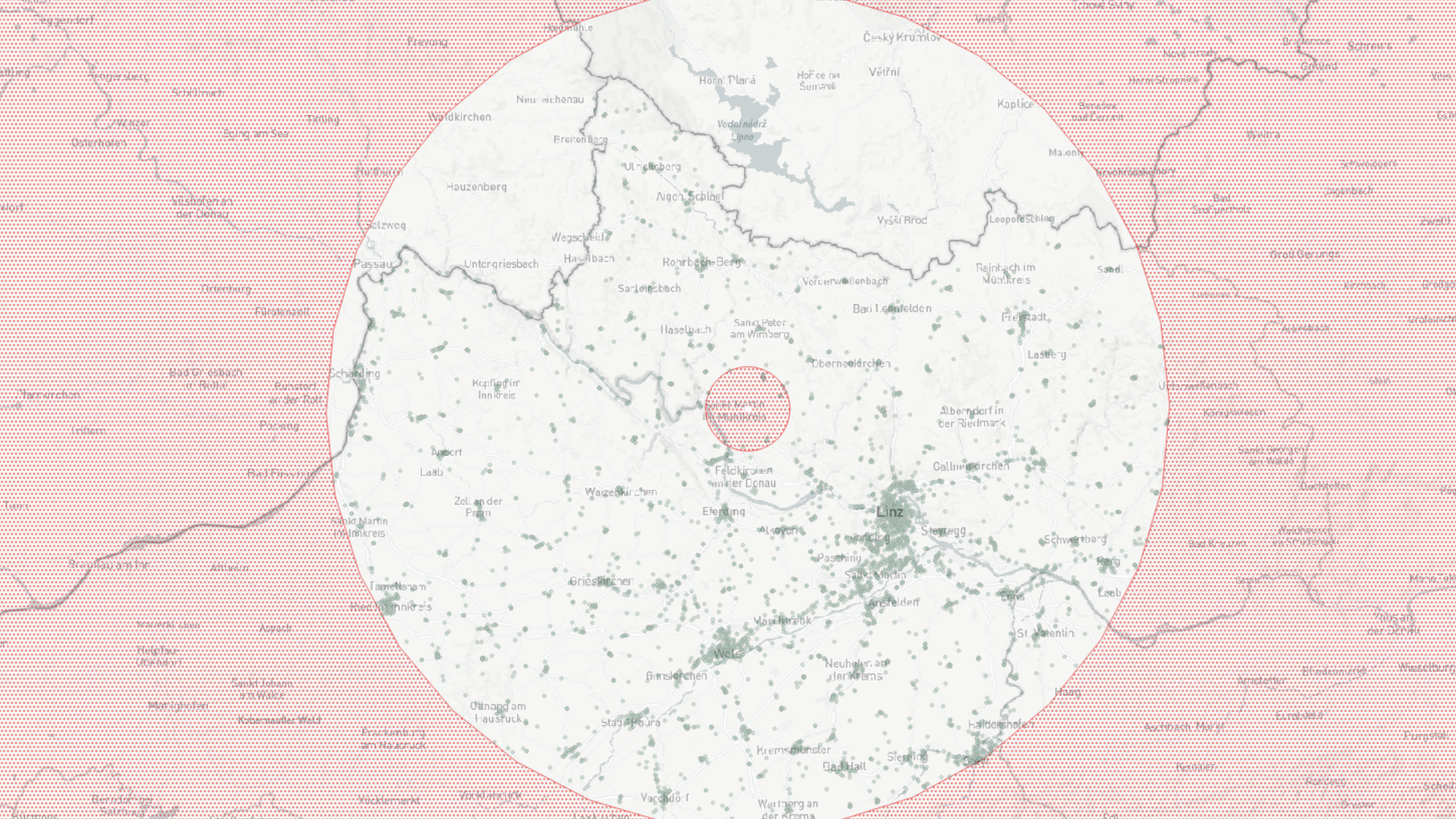
- PT stop or OSM POI
- Different weights

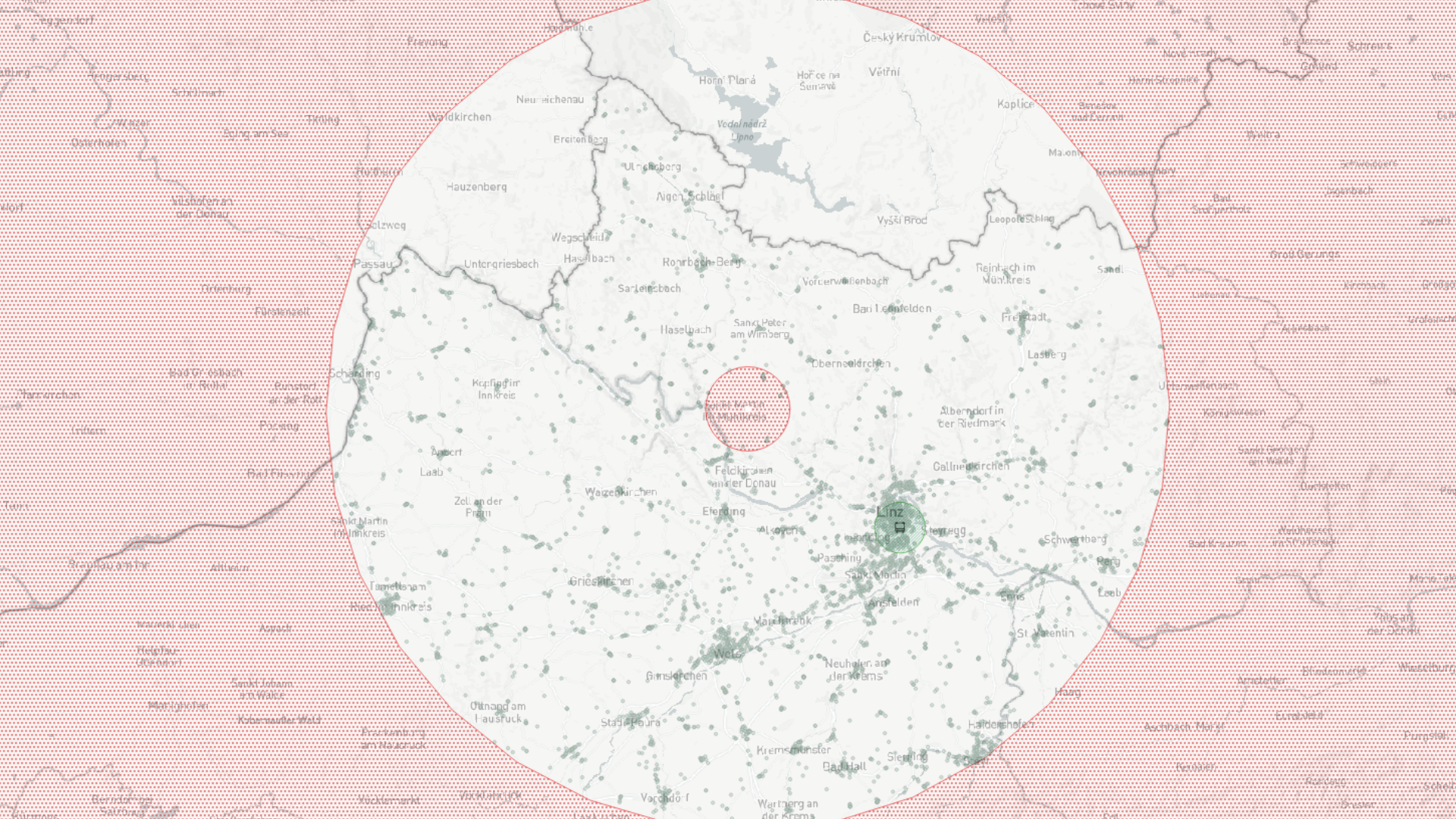


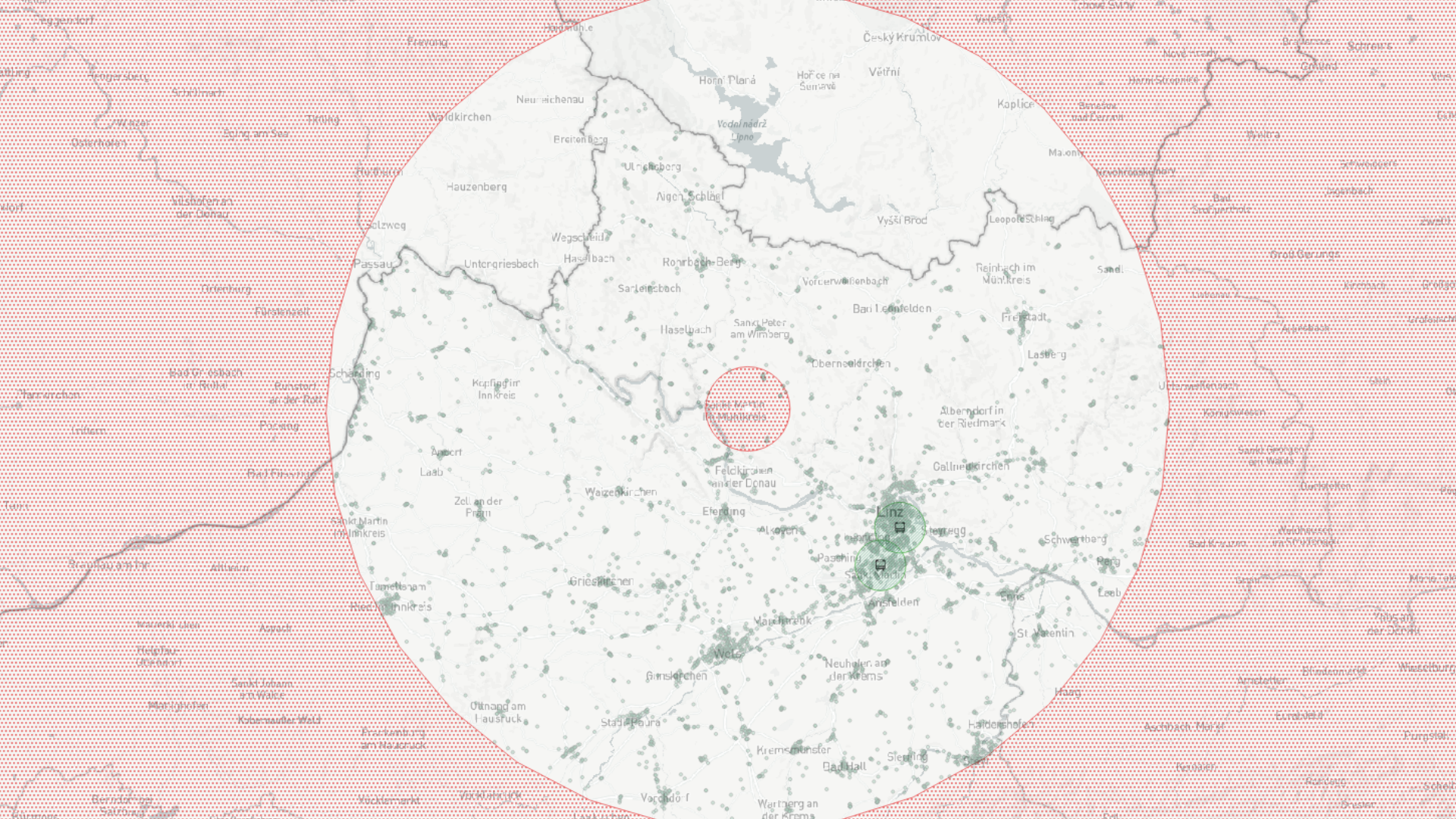
```
Stop(  
    location: geom,  
    nearby_population: int,  
    weight_coeff: double,  
    weight: int  
    name: varchar,  
    address: Address  
)
```

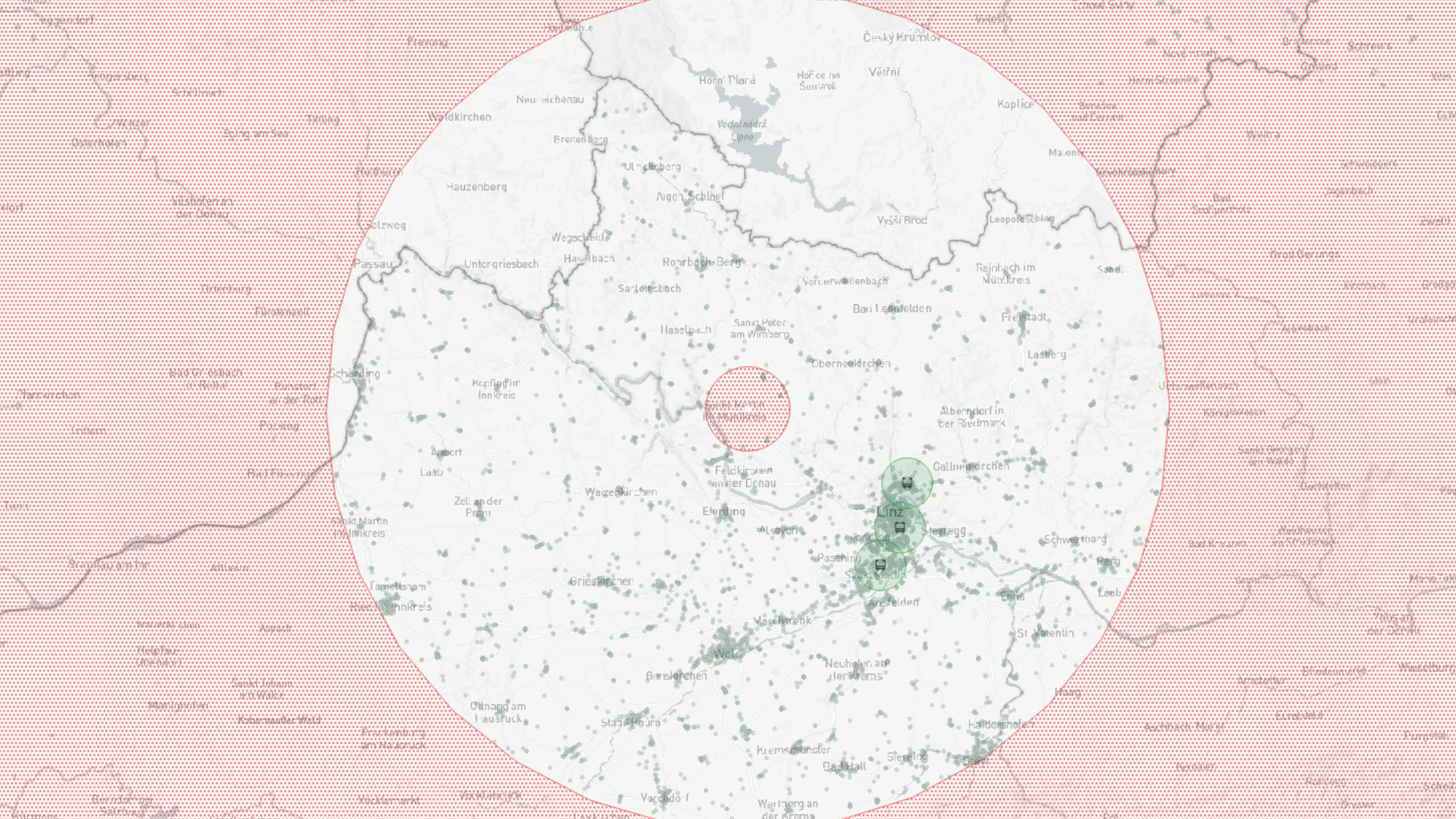


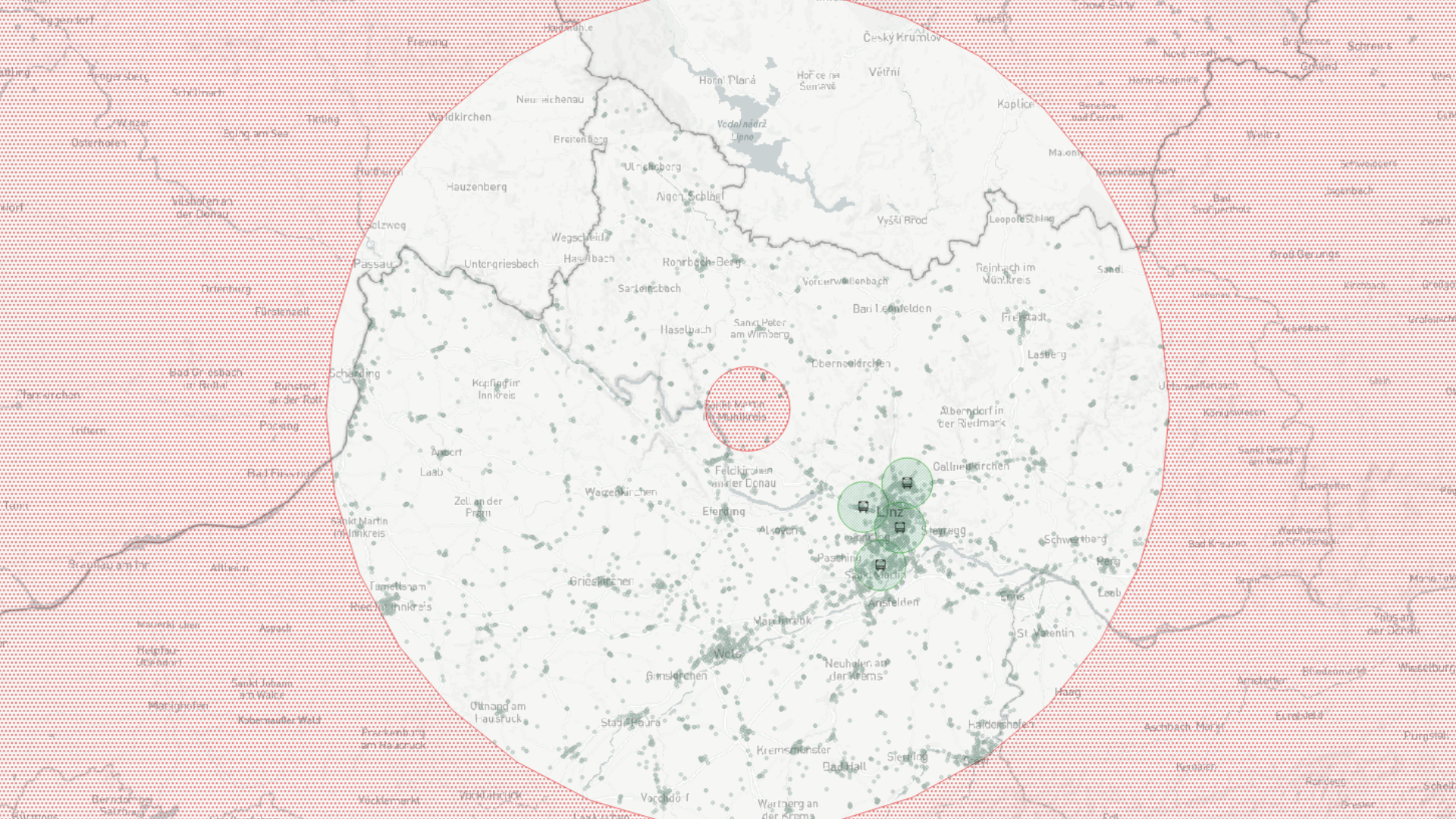


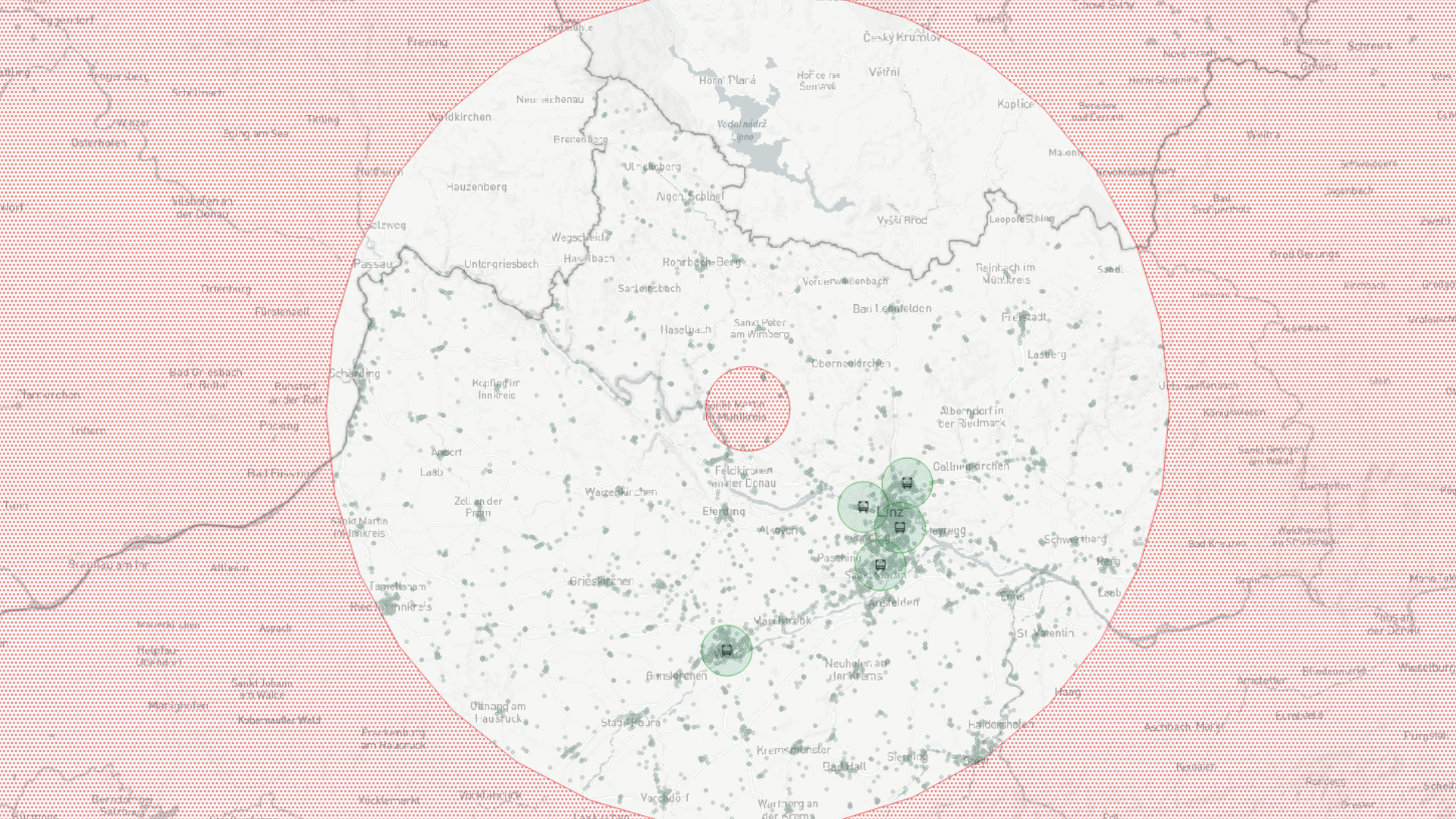


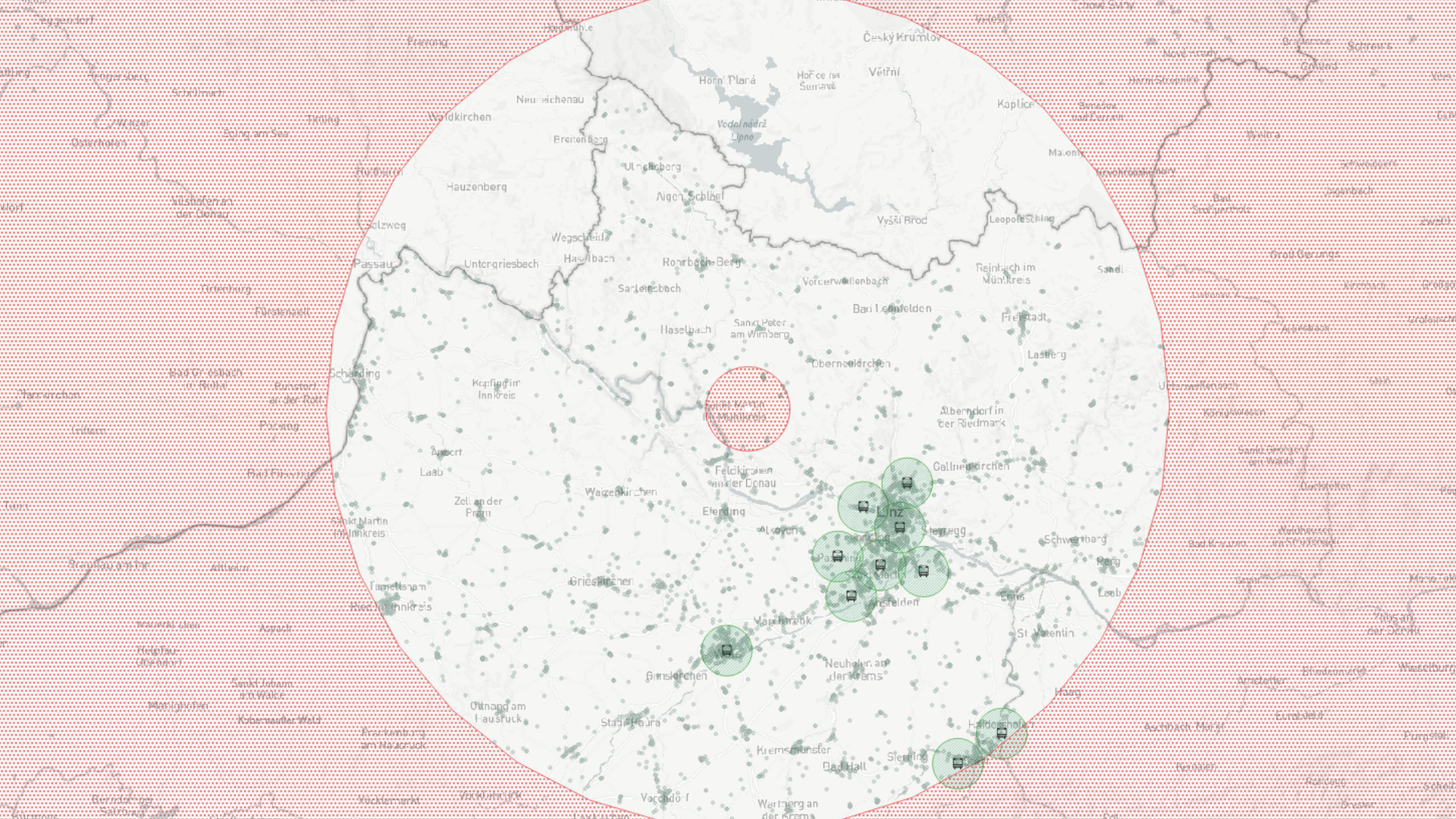


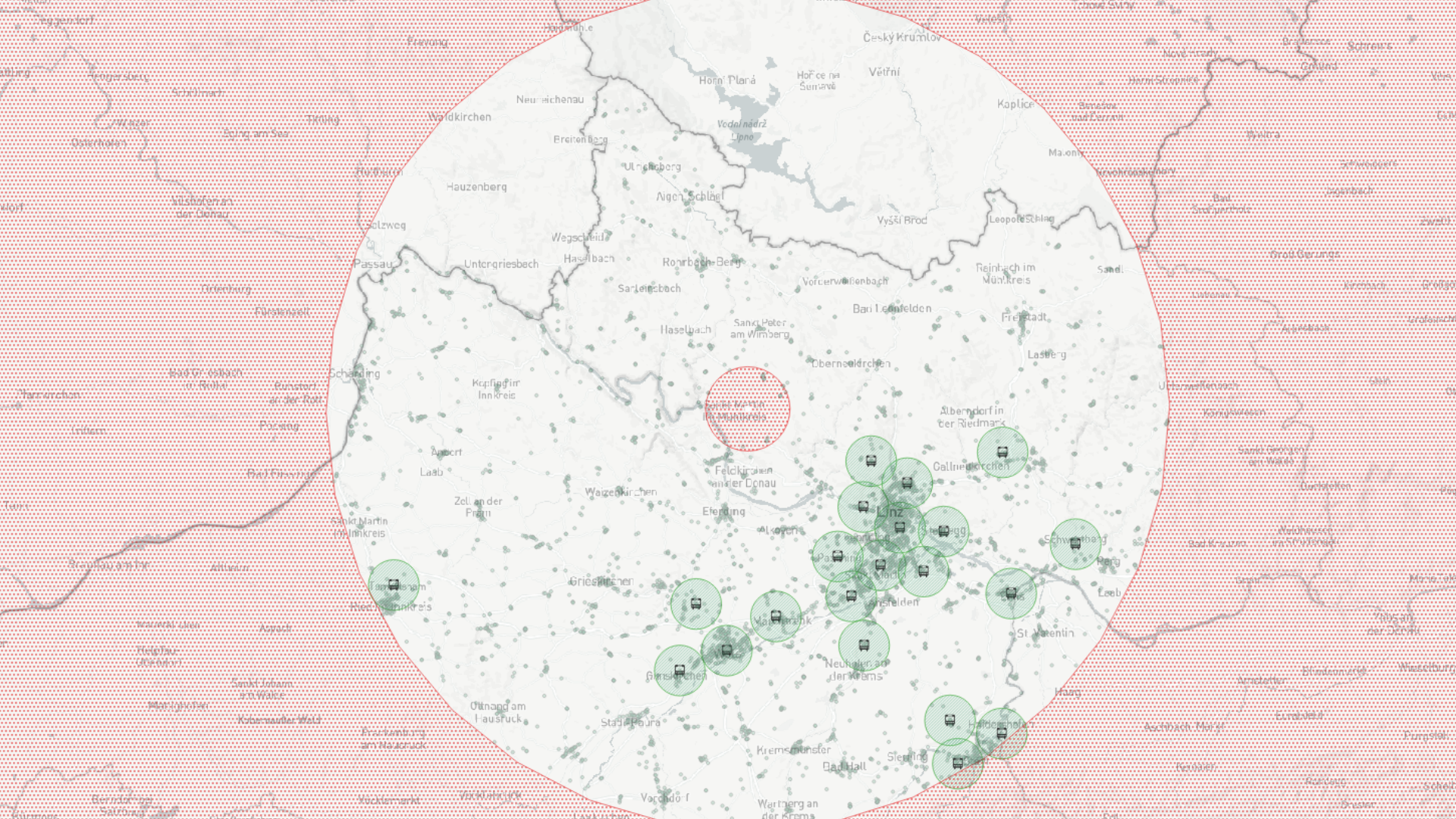


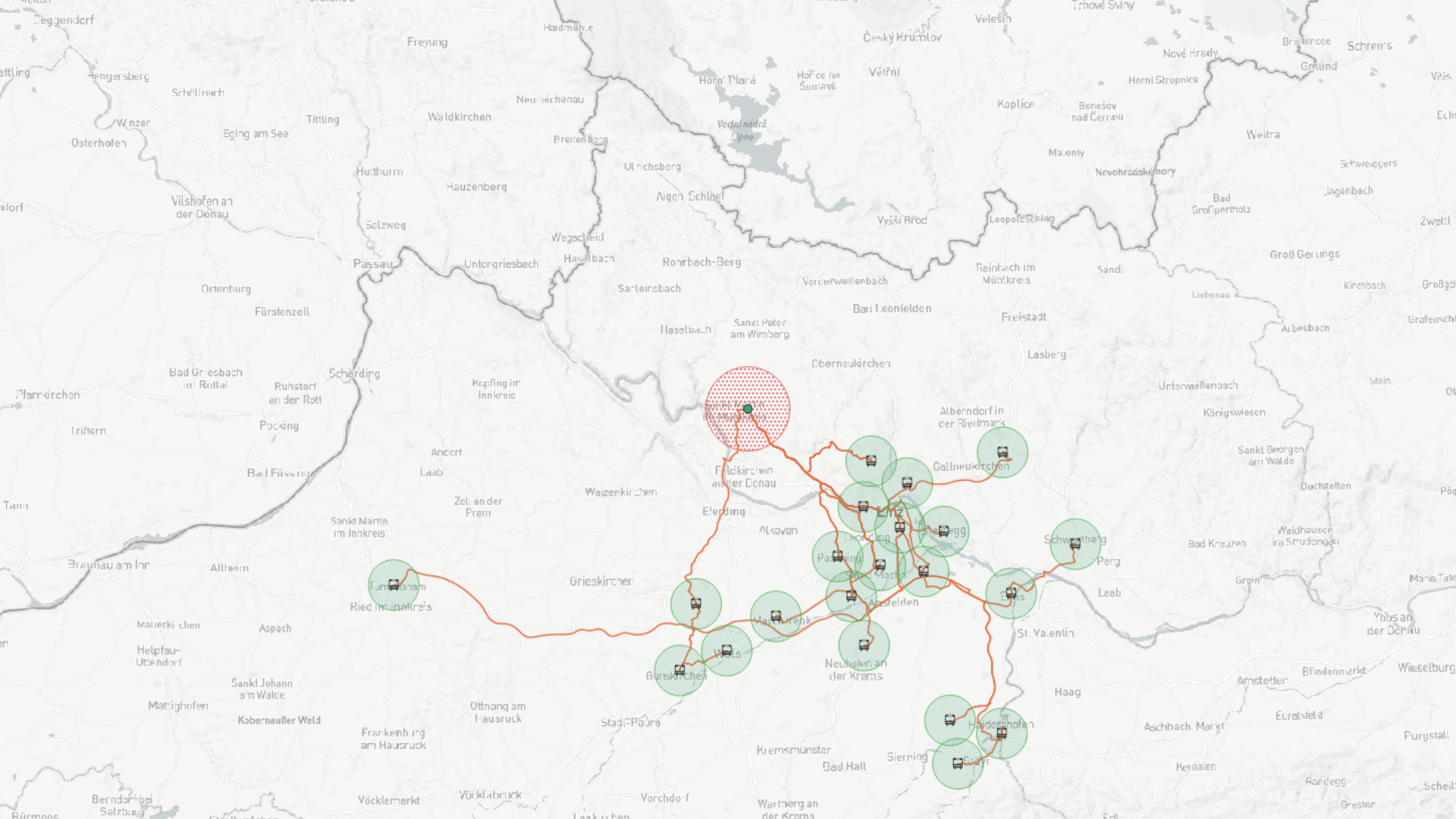








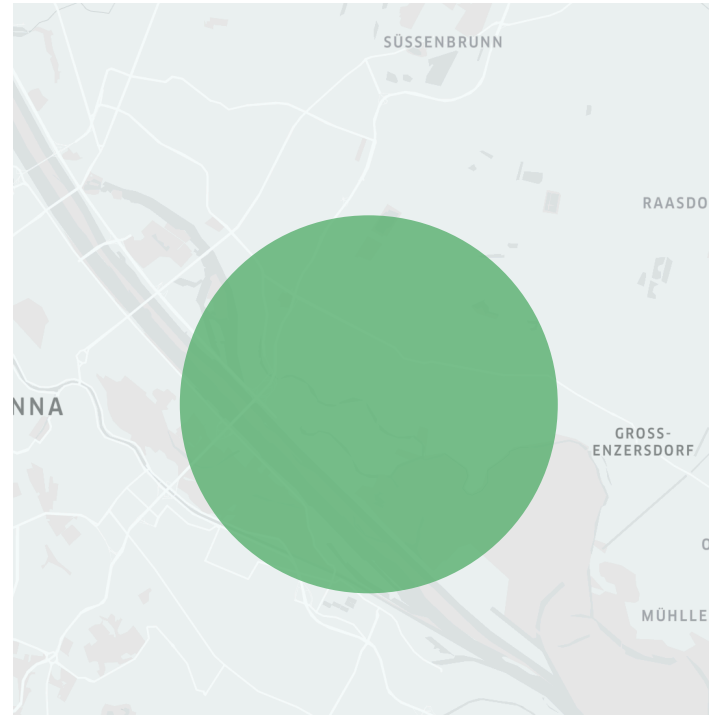
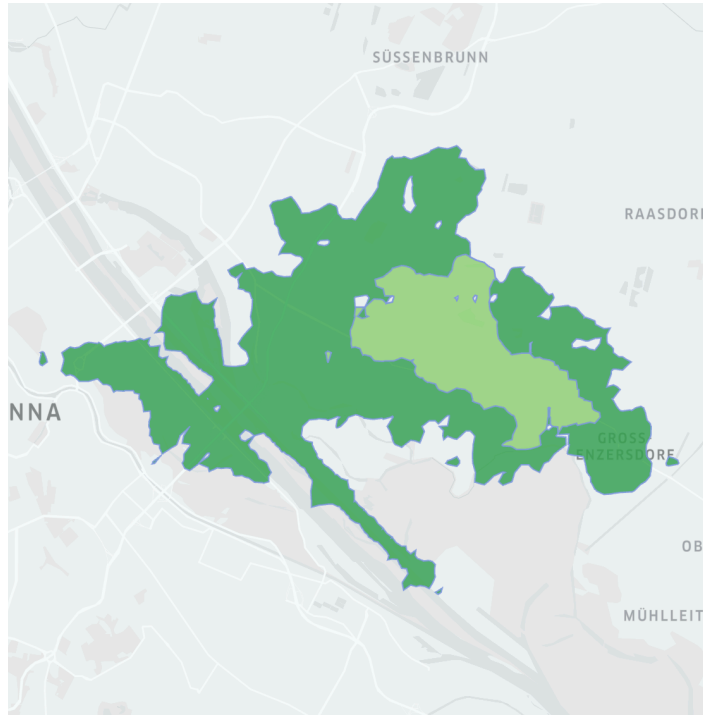




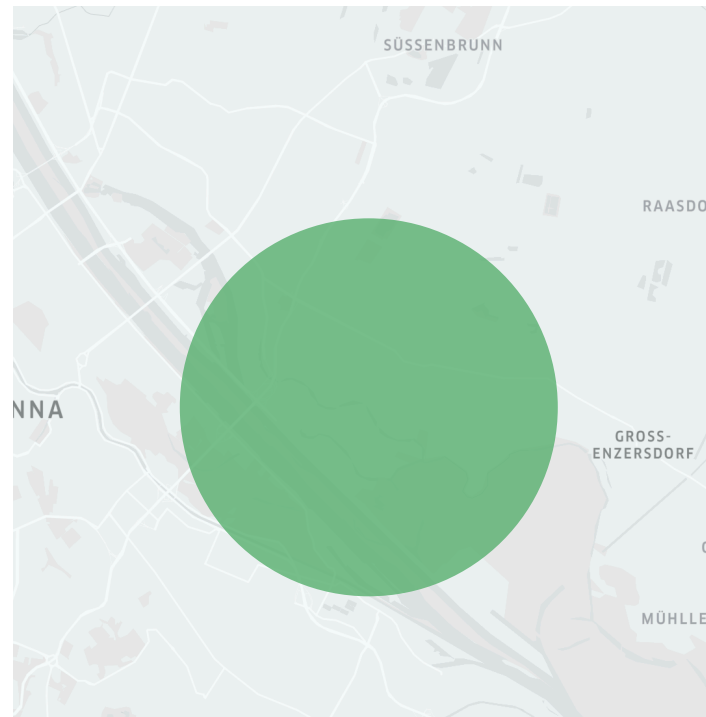
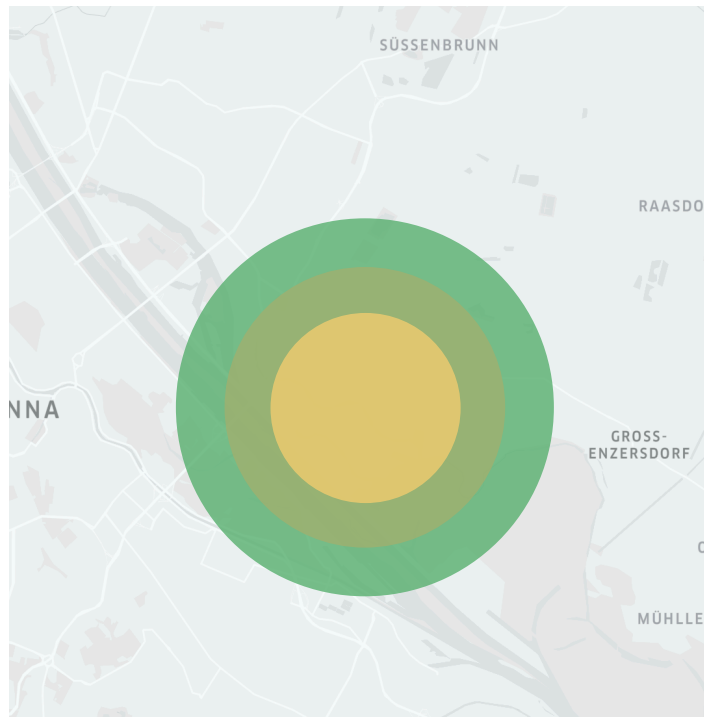


next steps

Mobile Floating Data

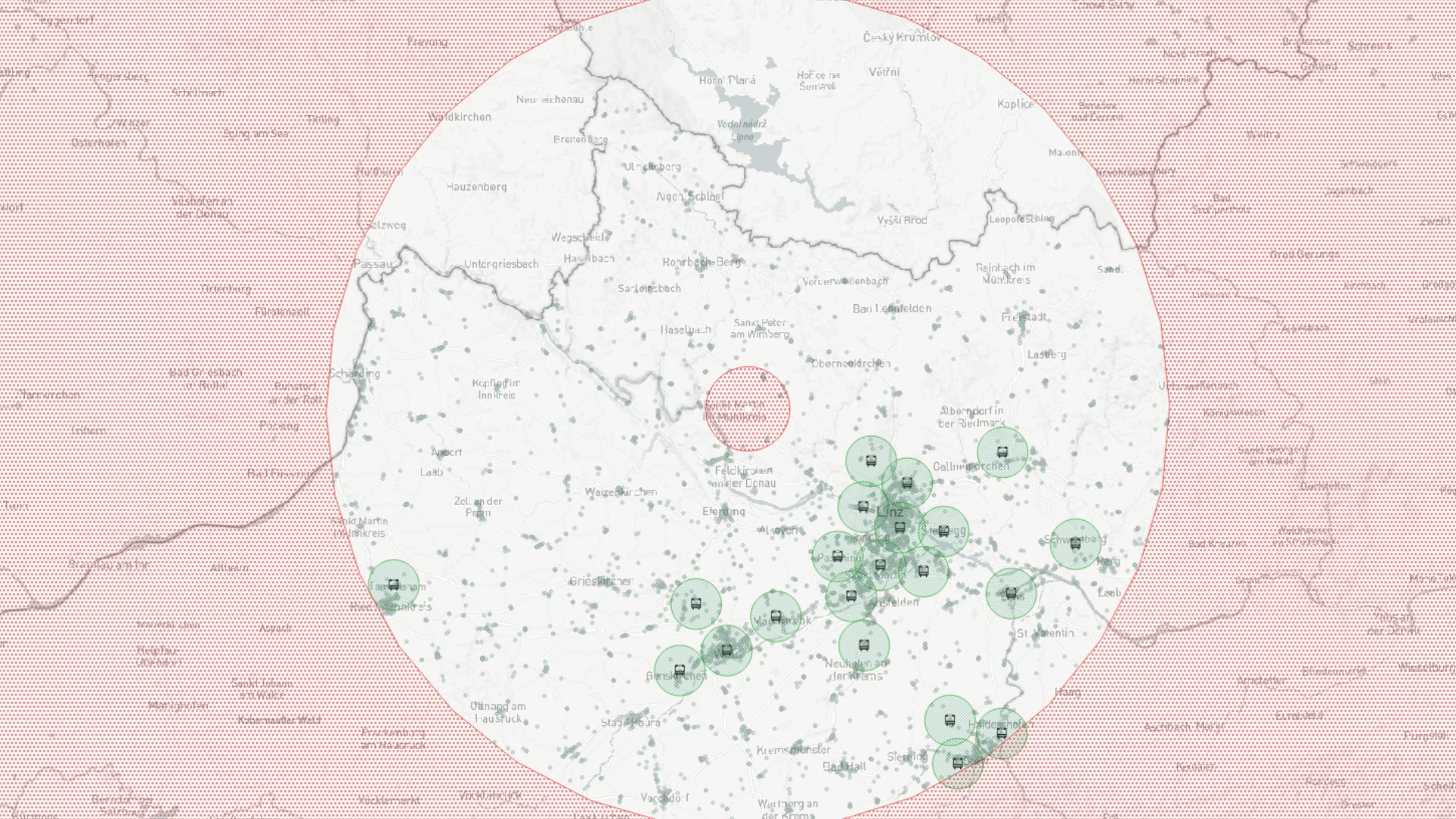


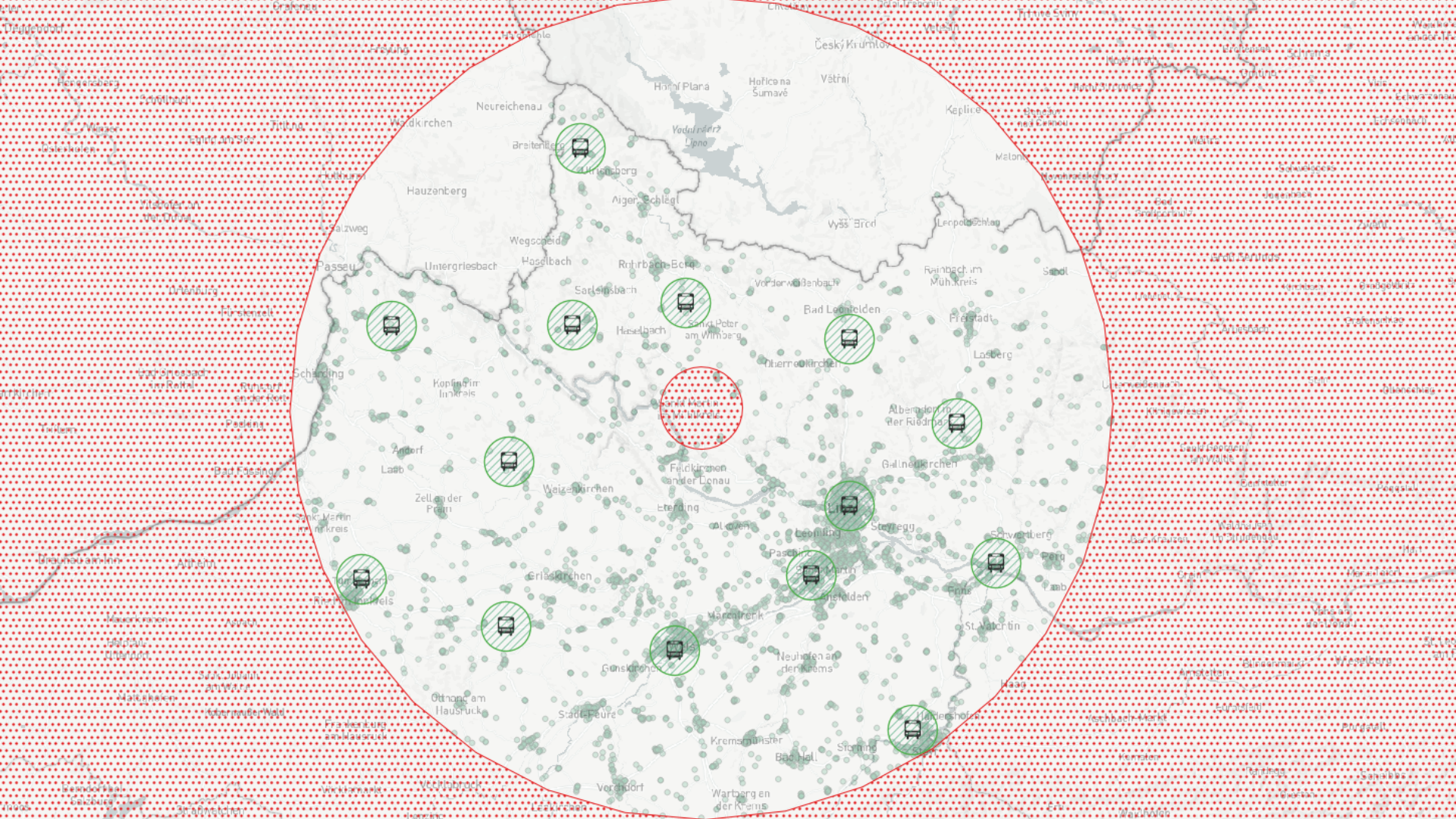
Isochrones



Scaling pickup numbers

**Maximising covered area
instead of attendance**





Machine learning for pickup percentage



Any Questions?



Contact

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